To: Piscitelli, J
From: Kuruc, Nick
Posted: 8/26/97 8:51
Subject: Amerada Hess Corporation

RE: Discussion Issues raised by Charlie Iszard (today)

[] Charlie would like to promote Salem for the entire month of October at the rate of $.30. Kool will be promoted at $.30 and Newport at $.40.

[] GPC has committed to $.20 for the balance of 1997. Can DORAL commit for the balance of the year? My recommendation is yes.

[] Can we "push" for quicker timing for the DORAL color disk from David Cook? David told Linda that it would take 2 weeks.

[] Is Butch Oringderff working on the triangular display drawing for Hess Express? What is the timing?

[] Based on the Florida Cigarette settlement, can we convert proposed Pick Kwik billboard funding to promotional monies?

[] Charlie would like to add 29 Hess Marts to the Pick Kwik group for promotional purposes, I. E. buydowns, off invoice, etc. Contract dollars would remain the same as other Hess Marts.

[] Are we committed to the Pick Kwik contract payment of $375 for 1998?

As information APDs will be shipped to all Hess Marts this Friday. We have changed the backbar Savings APD to a 9 wide 18 facing DORAL Display w/ Enhanced Sign.

Perhaps we should have a conference call including Linda later in the week (Thursday ro Friday).

CC: Forrey, Linda

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